

DAYTONA, FLORIDA

"Our latch string's always hangin' out for true friends old and new
Come on inside-our hearth is wide-We've saved a place for You!"

Sing a Song of Tourists
Don't Know where to go
Searching for a perfect spot
Looking high and low
When they reach Daytona
This their only woe
That they did not come here,
Years and years ago.



CASINO BURGoyNE

MERCHANTS BANK

DAYTONA, FLA.



**TOURISTS' ACCOUNTS WELCOME.
SAFE DEPOSIT BOXES FOR RENT.
TRAVELERS CHECKS CASHED AND SOLD.**



Daytona Public School Building—Daytona.

DAYTONA FLORIDA

Daytona offers to the tourists—to everybody seeking congenial climate, sunshine, rest, health, recreation, scenery, pleasure and comfort—the prettiest, the largest and the most fascinating playground in America. It is fairly teeming with incomparable beauty and delightful surprises, an almost endless chain of attractions and amusements, and there's a welcome for whosoever will come.

Daytona is situate on the Florida East Coast Railway, 110 miles south of Jacksonville, along the banks of the picturesque Halifax River, one mile west of the Atlantic Ocean—the river, half a mile wide, and the peninsula, the same width, lying between Daytona and the ever-rolling and ever-roaring sea. It is among the stately palms, the moss-covered oaks, the sweet-scented magnolias, the radiant poinsettias, the golden orange groves, the honeysuckles and the mocking birds—away from wintry winds, ice and snow.

Daytona has a permanent population of six thousand, augmented in the winter to thirty or more thousand; thirty miles of well-paved, well-lighted and well-shaded streets; an ocean beach twenty miles long by five hundred feet wide, over which thousands of automobiles roll daily; two hundred miles of beautiful driveways within a distance of fifteen miles from the city, the charming Halifax and Tomoka rivers, upon which excursion boats, private yachts and freighters are observed in large numbers; yacht club, automobile club, woman's



Golf Links—Daytona.

club, Elks' club with more than three hundred members; a blue lodge, chapter and commandery; seven progressive churches; the commission form of government; more than a hundred hotels, apartments and rooming houses with rates varying from two to twenty dollars a day.

Daytona has the Esplanade (Burgoyne) and white way second to none; the Casino (Burgoyne), its plaza and veranda covering seventeen thousand square feet, is entirely devoted to free amusements—band concerts twice a day, skating, basket ball, lectures, theatricals, dancing; the Casino (Nautilus) with its bathing and swimming pools, dancing and aviation grounds; public library and the finest public schools in the South; surf bathing, fishing, hunting, boating, golf, tennis, croquet—amusements and exercises for old and young.

Daytona has an up-to-date electric street railway connecting with the peninsula towns and ocean beach, electric lights, gas, waterworks, sewer and drainage; absolutely pure water in abundance and sanitary regulations first class. Health is a feature with Daytona. Facing the Atlantic Ocean, from whence comes that ever pure ozone, driving before it every germ of disease, health abounds and vitality is restored to thousands every year—and we've saved a place for you. Daytona is a beautiful city of beautiful homes. Many of the regular visitors occupy their own homes. Others, who do not care for hotel life, rent cottages



The Palmetto Club Building—Daytona.

and bungalows, varying in price from \$150 to \$2,000 for the season. The accommodations throughout the city are equal to the accommodations in the larger cities in the North.

Daytona offers to the homeseeker—to everybody in search of community life, where farming, trucking, fruit growing, poultry and live-stock raising may be done profitably—fertile soil, abundant rainfall, glorious sunshine, pure water, good transportation facilities, ready markets, excellent public schools, a fine citizenship, and an opportunity to live an independent life.

The soil is a sand-loam, the rainfall averages fifty-one inches, the temperature ranges from 40 to 85°. Truck farming, field crops, fruit growing, livestock and poultry raising is increasing each year. Potatoes, cabbage, watermelon, celery, tomatoes, oranges and grapefruit are the principal crops, while there is profit in onions, lettuce, eggplants, cucumbers, beets and beans. Many have become independent through this livelihood.

Volusia county, of which Daytona is the largest and most centrally located city, has an approximate area of 1281 square miles, or 803,840 acres. The population in 1905 was 12,143, while in 1915 it reached 21,641, an increase of 9,498 in ten years. Volusia county ranks twelfth in population in the state of Florida, and fifth in assessed valuation. In 1905 the tax valuation was \$4,394,739, in 1915 it was \$10,210,076. Volusia county had one bank in

1905; with deposits of \$440,541. Today it has seven banks, with deposits of 4,000,000 or more. The Merchants Bank (State) at Daytona has deposits of \$2,000,000.

The annual output of Volusia county is, approximately, as follows: Field crops, \$135,000; trucking crops, \$172,000; fruit, \$600,000; livestock and produce, \$1,500,000; poultry, \$125,000; bees, \$10,000; Irish potatoes, \$100,000; sweet potatoes, \$75,000; cabbage, \$25,000; water-melon, \$20,000; celery, \$16,000; tomatoes, \$12,000; hogs, \$50,000; cattle, \$75,000; milk, \$200,000; wool, \$5,000; manufacturing, \$3,000,000; shell mining, \$35,000. Volusia county offers splendid opportunities for all-round and all-year farming.

Volusia county has excellent educational facilities and advantages. Every town has modern fire-proof buildings, and equipment, and the rural schools are not to be excelled in the state. The sum of \$128,000 was expended in school buildings in Volusia county in 1916—the sum of \$75,000 in two school buildings in Daytona. The enrollment at this time is about 6,000, and the annual expenditures \$95,000. The maximum school term is eight months. Volusia county leads all Florida counties in good roads. Over a million dollars in bonds were voted in 1916 for better roads, and \$400,000 of this amount was expended on the roads in the Daytona district.

Write the Chamber of Commerce or the city commissioners.



One of the Many Beautiful Drives—Daytona.



Halifax River Yacht Club—Daytona.



Home of B. P. O. Elks—Daytona.



Surf Bathing Atlantic Ocean—Daytona.



Home and Grounds of Commodore C. G. Burgoyne—Daytona.



Floor-like Beach Along Atlantic Ocean—Daytona.



Halifax River Front and Esplanade—Daytona.



Scene on Ridgewood Avenue—Daytona.

Thanks to the accustomed generosity of
Mrs. Chas. G. Burgoyne

Free Band Concerts will be given twice daily in CASINO
BURGOYNE during the season from December to May.
Music by Saracina's Concert Band.